

PRESS FOLDER

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KAMEHA GRAND ZÜRICH - THE HOTEL



lieblingsplatz.com.

This is the Kameha Grand in Zurich. It opened on 1st March 2015, after two years of construction. In Glattpark, one of the most exciting areas of Zurich. An international lifestyle hotel. Without stars, but with everything that a sophisticated world traveller needs. And even a bit more: modern architecture that is stylish and comfortable. Designed by tecArchitecture with interior design by Marcel Wanders. The world-

famous designer set one goal for himself at the Kameha: to create a space for guests and visitors in which they simply feel good. A modern place of retreat – this is the hotel in Glattpark. Style and modern gadgets, special offers that also make life easier for stressed business people. 245 unique rooms and suites: eleven Theme Suites, a King Kameha Suite and the exclusive Space Suite – all designed by the artist Michael Najjar. Six Business Suites, in which even the most relentless negotiations are a pleasure. As an escape from everyday life, the Kameha Spa offers a peaceful and relaxed oasis with exclusive relaxation opportunities and a beautiful rooftop terrace. The design in the Kameha Grand Zürich appeals to the senses. All of the senses. "We offer the perfect setting for creative thoughts, impressive presentations, fabulous events and individual meetings," says Carsten K. Rath, founder and CEO of the Lifestyle Hospitality & Entertainment Group, which operates the Kameha Hotels & Resorts. And the location? Perfect. Six minutes to the airport and eight minutes by car to the Zurich main station.

SERVICE EXCELLENCE



Uncompromising service and quality culture. Creating experiences. Creating a favourite place (*Lieblingsplatz* in German). Carsten K. Rath, the founder and genius behind the Kameha, is an expert in the area of service excellence. He is a visionary. And: he has more than two decades of experience in the luxury hotel business and tourism industry – throughout the entire world. The Kameha Grand Zürich is the essence of his experiences. A place where everyone feels

good – both the business traveller and the family that experiences the atmosphere of Switzerland's most exciting city for a few days. "We would like to create a very personal favourite place for every guest – with warmth, passion and professionalism," says Rath.

CARSTEN K. RATH



The grand hotel of earlier times no longer exists - at least that's what people think. Far from it! The grand hotel in the 2015 version is called Kameha Grand Zürich. And the grand hotelier is Carsten K. Rath. Leadership and service excellence - these are his topics. He is one of the most sought-after experts on both topics - and not just in the German-language region. The quality enthusiast and his management consulting company richtigrichtig.com are highly esteemed by leading entrepreneurs and companies. He caused a sensation with the first German hotel business memoirs *Sex bitte nur in der Suite* (Please Only Have Sex in the Suite).

Rath published his most recent book for the Grand Opening of the Kameha Grand Zürich: *55 Gründe ein Grand Hotel zu eröffnen* (55 Reasons to Open a Grand Hotel).

After his beginnings at a family hotel in the Black Forest, Carsten K. Rath quickly collected international merits. Service oases instead of service deserts - this is his maxim. He has been influenced by executive positions in Africa and Asia. Even more, he has a thing for a grand opening of a hotel. Strict schedules, tight budgets and many unknowns. No problem for the entrepreneur. He was responsible for the opening of the Kempinski Hotel Taschenbergpalais in Dresden, the Adlon in Berlin and the Kempinski London, as well as luxury hotels on Jamaica, in Sharm-el-Sheikh (Sinai/Egypt) and Naples (USA) that belong to the Ritz-Carlton Group. In doing so, he relies on established leadership and service excellence standards that are unrivalled.

With the Kameha Hotels & Resorts hotel company, Carsten K. Rath also operates the Kameha Suite in Frankfurt and the Kameha Grand Zürich. The Kameha Grand in Bonn operates under this license and the Kameha brand name.

He has not only set standards but has already received many distinctions for his commitment and vision. Rath was given the Innovation Award of the German Tourism Association. He was the Hotel Manager of the Year, Employer of the Year and Host of the Year. He is also among Germany's Top 10 Hoteliers Abroad. Track athlete Carlo Thränhardt said this about him: "If service excellence were a competitive sport, he would have already broken the world record several times."

THE TEAM

For Carsten K. K. Rath, there is a fine line between a good and an excellent hotel: the employees. Products and services are often similar or even interchangeable. The joy of service and will to always put the focus on the guest: "This is now the only possibility for making people feel loyal to a hotel." The perfect host requires many qualities for this to happen today. "He must be personal and charming, caring, authentic and anticipating – and he should precisely remember what makes his guests happy." And above all, he must like people. "Otherwise, he's in the wrong profession," says Rath.

Within the company, the founder has established a quality management system that contains various modules at all of the Kameha enterprises. They facilitate not only the implementation of the corporate philosophy but especially the selection of employees according to their talents. The communication structure is ingenious on all levels and complaint management is oriented toward the guest. Training is offered whenever it is necessary.

ROOMS & SUITES



224 rooms – Premium and Deluxe. 11 unique Theme Suites. Two Executive Suites. Six Business Suites. The King Kameha Suite and an exclusive Space Suite that was conceived by the artist Michael Najjar. 245 rooms that are as individual as their guests. Architecture and design are in perfect symbiosis here. The award-winning Dutch interior designer Marcel Wanders – praised as the "Lady Gaga of design" by the New York Times – is behind the innovative concept of colour and structural design. His creativity is reflected

throughout the entire hotel in an attractive mixture of materials and techniques. With wall panelling that brings to mind Swiss chocolate. Minibars that look like the legendary safes of Swiss banks. Guests know where they are.

Infinite creativity – above all, this can be seen in the eleven Theme Suites. The Poker Face Suite is like a casino with a bed: it is equipped with a poker table and Kameha poker cards. The Serenity Suite is exactly the opposite in a bright, light design with yoga accessories. This is all about feeling good and relaxing. The Workout Suite – you don't need to leave the room to stay fit: treadmill and weight-training bench – it's all there. But that would actually be a pity. See Glattpark, Wellness and Spa.

K A M E H A

GRAND
ZÜRICH



And then there is still the fifth floor of the hotel. It accommodates the King Kameha Suite and the Space Suite. Both from a different world.

The Space Suite was created by Michael Najjar – a world-famous photo artist from Berlin. His works have been exhibited for many years around the world in museums, galleries and at biennales. He works with the media of photography and video. He goes all out for his projects. And sometimes even a bit further. His dream and biggest project of his life: flying into space. Najjar belongs to a group of Pioneer Astronauts from Richard Branson's Virgin Galactic Company and already has the initial training behind him. Within the scope of his "Outer Space" work group, he has created an exclusive Space Suite for the Kameha Grand.



The Space Suite is an immersive outer space experience for every guest: a hovering bed, a universe carpet, circling space debris and floating cosmonauts, as well as selected literature, music and films. All of this makes up the Space Suite.

CUISINE

Two restaurant concepts full of character: Fine Dining and Italian. A bar in pure gold and two lounges. The Kameha Grand Zürich provides something for every taste. High-quality, unique and stylish – this applies not only to the rooms in this exceptional hotel but also to the catering.



Homemade noodle dishes from our own pasta manufactory. Italian delicacies made with much love and excellent craftsmanship. Open cooking stations. Fresh ingredients and traditional preparations of tasty food à la Mamma. This is the L'UNICO Restaurant.

K A M E H A

GRAND
ZÜRICH



At YOU - FINE DINING BY KAMEHA, the guest experiences French cuisine with Far Eastern influences in an authentic ambience. Together with his team, chef de cuisine Norman Fischer received one star from the Michelin Guide and 16 points from Gault Millau in October 2016.

A social hotspot. A place to relax with a drink or have a casual meeting with cappuccino. Stylish, relaxed and golden. The walls have the colour of the precious metal that is stored at Swiss banks. This is the PUREGOLD BAR.



An English gentlemen's club. Heavy leather armchairs, choice parquet, books and magazines. Dark colours dominate here - and they match the exquisite Cuban and Dominican cigars, as well as the fine cognacs and rare Single Malts that are on the menu. Or the personal whiskey that waits time and again in the labelled display case for its owner. This is the Smoker's Lounge.

K A M E H A

GRAND
ZÜRICH



The opulent elegance of Arabian traditions. A large selection of Oriental-inspired types of tea, water pipes and tobacco. This is the Shisha Lounge at the Kameha Grand Zürich.

NORMAN FISCHER – CHEF DE CUISINE AT YOU



A North German who celebrates fine dining in Zurich. Together with his team he received one Michelin star and 15 points in the Gault&Millau in October 2015, just a few months after the opening. In 2016 the Michelin star was awarded again, followed by an additional Gault&Millau point. The chefs de cuisine at the Kameha Grand are just as international as the globetrotters. Fischer came to Switzerland from the La Terrasse at the Parkhotel Bremen. This is where he was in charge of his first kitchen – and with great success: a star in the Michelin Guide and 17 points in the Gault Millau. Fischer, who comes from Hamburg, completed his apprenticeship at the Die Insel restaurant in Hanover. He stayed faithful to the coast, even after he successfully finished his training. The gourmet restaurants where he has already cooked include Victor's Gourmet Restaurant

Schloss Berg with three Michelin stars and the two-star Restaurant Meierei Dirk Luther in Glücksburg.

K A M E H A

GRAND
ZÜRICH

KAMEHA SPA, WELLNESS & FITNESS

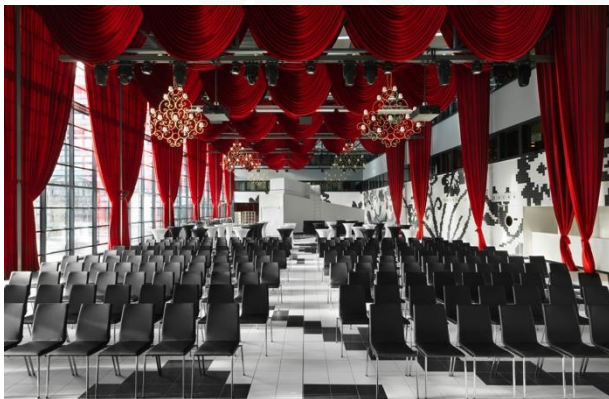
Peaceful, intimate and relaxed. This is the Kameha Spa. A genuine oasis amidst the stress of everyday life. Finding peace and quiet, recharging the inner batteries and relaxing during a treatment. This is the right place. Four modern treatment rooms, saunas and a steam bath. The relax loungers in the Spa Lounge and on the roof terrace ensure complete relaxation. For body and mind. In every season.



Treatments for the face, body and soul. In the express option or for a relaxing 90 minutes. Signature treatments and massages – for women and men. Special treatments for stressed globetrotters. With the exquisite cosmetics of La Biosthetique Paris and Artemis of Switzerland, especially for the man. And natural essences of the spa manufactory: herbs, flowers and oils.

Those who would rather burn off energy on the physical level will feel at home in the FITNESS POWER HOUSE. Open around the clock, it offers state-of-the-art fitness technology. An ideal place for flexible training units.

CONFERENCES & EVENTS



The location is convenient. The facilities are state-of-the-art. The only thing that is missing is an individual event such as a conference, product launch or a ball. Whether business or social events, the Kameha Grand Zürich is equipped for anything. Six Business Suites, six banquet rooms and a ballroom that holds almost 1000 people. The heart of the Kameha Grand, the KAMEHA DOME, extends across 701 square metres and impresses with its architecture and design. State-of-the-art event technology. Experienced event planners. A creative gastronomy team. Every event will be successful here.

GLATTPARK & KAMEHA LAKE



The Glattpark is a business centre and local recreational area in one. And the Kameha Grand Zürich is right in the middle of it. A green landscape, forest, meadows and water. 128,000 square metres in size.

Kameha Lake: 550 metres long, an average of 41 metres wide and three metres deep. Probably the biggest pool of any Swiss Hotel. With first-class water quality. In addition, there are promenades for strolling and

walking. And space between the lake and the forest, as well as an open meadow area that visitors are invited to use. 60,000 square metres of lawns, ping-pong tables, a beach volleyball field, a basketball court and a football pitch. Barbeque facilities and a bike park. An individual map with jogging routes. And all of this is just outside the hotel door.

LIFESTYLE HOSPITALITY & ENTERTAINMENT GROUP AG (LH&E Group)

The LH&E Group is an operating and management company of Kameha Hotels & Resorts. Kameha operates and manages international lifestyle hotels, luxury resorts and private design residences, as well as first-class event gastronomy. The founder and CEO is Carsten K. Rath. The Chairman of the Board of Directors is Peter Mettler. The first hotel of the LH&E Group, Kameha Grand Bonn, has been distinguished with many national and international awards such as the Best Hotel of the Year Worldwide (Diners Club Magazine Award), Hotel of the Year (Busche Verlagsgesellschaft), Best Event Hotel of the Year (Location Award), Germany's Trend Hotel No. 1 (TripAdvisor) and 2011/2012 Employer of the Year. The LH&E Group also successfully positioned the Kameha Suites in Frankfurt am Main, which was distinguished with the 2012 Location Award as the Best Historical Event Location in Germany, and the Kameha Grand Bonn.

AUTOGRAPH COLLECTION HOTELS

Extraordinary objects from films, art, design and literature have been packaged into a unique experience when staying at these hotels. There are more than 80 independent, luxurious lifestyle hotels of the Autograph Collection brand, located in the most attractive destinations around the world. The hotels are selected on the basis of their distinct character and remarkable special features: Whether it is a distinctive landmark, extraordinary design or best resort offer in its category – each individual hotel is considered absolutely unique.

www.autographhotels.com

Facebook: www.facebook.com/AutographCollection

Twitter: www.twitter.com/Autograph

Tumblr: <http://autographcollectionhotels.tumblr.com/>

Instagram: www.instagram.com/AutographHotels

The luxury and lifestyle brand portfolio of Marriott International currently includes The Ritz-Carlton Hotel Company, EDITION, JW Marriott Hotels & Resorts, the Autograph Collection, Renaissance Hotels, AC Hotels by Marriott and Moxy Hotels. This accounts for about 25 per cent of the total corporate portfolio. In the course of the coming years, there are plans to add more than 200 luxury and lifestyle hotel projects. This corresponds to a USD 15 billion investment on the part of the company owners and franchisees.

SUMMARY

HOTEL:	Kameha Grand Zürich
ADDRESS:	Dufaux-Strasse 1 / Ecke Thurgauerstrasse 8152 Glattpark/Zurich Switzerland
TELEPHONE:	+41 (0)44 525 5000
FAX:	+41 (0)44 525 5005
WEBSITE:	www.lieblingsplatz.com
OPENING:	2015
MANAGEMENT:	Kameha Grand Glattpark Betriebs GmbH (LH&E Group)
FOUNDER & CEO:	Carsten K. Rath
NUMBER OF ROOMS:	245

ROOM CATEGORIES: 224 Premium and Deluxe rooms, 2 Executive Suites, 6 Business Suites, 11 Theme Suites, the King Kameha Suite and the Space Suite

FACILITIES: L'UNICO Restaurant

YOU Restaurant – Fine Dining by Kameha
(1 Michelin star and 15 points in the Gault Millau)

PUREGOLD BAR

Smoker's Lounge

Shisha Lounge

6 event rooms (1,400 m²)

Kameha Spa (650 m²)

Fitness Power House

66 parking spaces in the underground garage

Recreational landscape Glattpark (128,000 m²) with bathing lake

Press Contact

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